

From: [Walker, Alison](#)
To: [Tam, Hayman](#)
Subject: FW: DerWolf support of Union Station Homeless Services
Date: Wednesday, March 2, 2022 9:41:13 AM

From: Pamela Davis Kuhr [REDACTED]
Sent: Wednesday, March 2, 2022 9:37 AM
To: Walker, Alison <awalker@cityofpasadena.net>
Cc: Dana Bean [REDACTED] Kenny Tsuda
[REDACTED]
Subject: DerWolf support of Union Station Homeless Services

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. [Learn more...](#)

Dear Alison,

Thank you for the opportunity to show Union Station Homeless Services' appreciation for DerWolf!

DerWolf has graciously committed to providing monthly meals for the residents at our Adult Center on Raymond Ave, as well as hosting a monthly community fundraiser at their restaurant! By providing meals to our residents and giving their customers the opportunity to support Union Station directly, **DerWolf is the epitome of a community-driven** restaurant that is committed to serving others. We are grateful to have DerWolf's continued support and look forward to continuing to work with them in the future!

Best regards,
Pamela



Pamela Davis Kuhr
Associate Director of Development
She/Her/Hers
825 E. Orange Grove Boulevard Pasadena, CA 91104
pkuhr@unionstationhs.org
Cell Phone: 626.766.2769

Please note: *I am currently working remotely and can best be reached by cell or email.*





Ending Homelessness. Rebuilding Lives. Learn more at unionstationhs.org.

CONFIDENTIALITY NOTICE: This message is intended only for the use of the individual(s) or entity to which it is addressed and may contain information that is privileged, confidential or exempt from disclosure under applicable federal or state law. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this message by mistake and permanently delete this e-mail and any attachments without reading, forwarding or saving them. Thank you.

From: [Walker, Alison](#)
To: [Tam, Hayman](#)
Subject: FW: Public Hearing Modification of CUP #2726
Date: Wednesday, March 2, 2022 9:56:25 AM

-----Original Message-----

From: Briana Garcia [REDACTED]
Sent: Wednesday, March 2, 2022 9:53 AM
To: Walker, Alison <awalker@cityofpasadena.net>
Subject: Public Hearing Modification of CUP #2726

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you know the content is safe. Report phish using the Phish Alert Button. Learn more...<https://mydoit.cityofpasadena.net/sp?id=kb_article_view&sysparm_article=KB0010263>.

This place is very welcoming to niner fans. The staff are very nice they cept up with our fan base. There is literally three bar with three different atmospheres.

From: [Walker, Alison](#)
To: [Tam, Hayman](#)
Subject: FW: Derwolf public hearing cup#2627
Date: Wednesday, March 2, 2022 10:03:49 AM

-----Original Message-----

From: steven lua [REDACTED]
Sent: Wednesday, March 2, 2022 10:03 AM
To: Walker, Alison <awalker@cityofpasadena.net>
Cc: [REDACTED]
Subject: Derwolf public hearing cup#2627

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you know the content is safe. Report phish using the Phish Alert Button. Learn more...<https://mydoit.cityofpasadena.net/sp?id=kb_article_view&sysparm_article=KB0010263>.

Hello,

My name is steven lua and I am reaching out in support of Derwolf. Respectfully, I disagree with any modifications that would restrict DerWolf ownership to conduct business in a manner where they are able to maximize profits. The main reason I am in disagreement is because every experience I have had with Derwolf and the management has always been professional, appropriate and most of all responsible. It would be impossible to control other actions but Derwolf does everything to make sure its customers are safe and limit them when it has become noticeable that they consumed too much. Faced with a pandemic, small businesses have had to endure so much change and have bent immensely to state and city guidelines just to remain open. To now modify a successful business would be very unfair. If you have any other questions, please do not hesitate to reach out to this email.

Sincerely,
Steven Lua

Sent from my iPhone

From: [Walker, Alison](#)
To: [Tam, Hayman](#)
Subject: FW: Public Hearing Modification of CUP #2726
Date: Wednesday, March 2, 2022 10:41:16 AM

From: Cynthia Perez [REDACTED]
Sent: Wednesday, March 2, 2022 10:39 AM
To: Walker, Alison <awalker@cityofpasadena.net>
Subject: Public Hearing Modification of CUP #2726

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. [Learn more...](#)

Dear Alison Walker:

My name is Cynthia Perez, and as a frequent patron of DerWolf, I am sending a public comment against the modifications proposed for CUP #2726.

As someone who frequents the establishment, I have met and gotten to know the Aceves family, who own and operate DerWolf. They have worked incredibly hard and made modifications to the location. DerWolf went from dead to IT, which is fantastic for the City of Pasadena and its residents. They always provide good food, drinks, and service while creating a fun environment.

As I read through the proposed modifications for CUP #2726, I was appalled to see what the City of Pasadena had proposed. It makes absolutely no fiscal sense, and it could ruin your city's good public relations image. Let me break this down for you.

Context: When I go to DerWolf, I usually make a day out of it, and I invite family and friends to the establishment, including my parents. That's an average of 5-7 people that come with me. However, before I get to DerWolf, I park at a City of Pasadena parking garage, spending about \$8.00. then I like to get a gelato or a little something sweet; that's another \$7 for a local business and 10.25% in taxes. Then I remember that it's a friend's birthday and I shop at a local business, that's another \$40 and 10.25% in taxes. Then I spend another \$40-\$50 on food and drinks for myself, only, plus the 10.25% tax. Now, multiply the amounts by 5-7 people. Better yet, multiply it by the number of people who frequent the business on an average weekend or throughout the year, and holy moly. If you shut down the patio, we would have to wait for hours for service. Let me tell you now; I will refuse to frequent any other City of Pasadena establishment and encourage my family and friends to steer their money out of the since there would be no point in coming down any longer.

Why would you want to demoralize and basically shut a local business with these CUP mandates? The owners have such a compelling origin story, and they have more than 14.8K followers on Instagram. Their branding makes the City of Pasadena feel inclusive of both young and established professionals. The Aceves family has attracted thousands of patrons from LA County and across California to Pasadena. The mandates proposed in CUP #2726 would impede the Aceves family from attracting people to the establishment. Of course, this would devastate their revenue flow, which would shut them down. Furthermore, it will destroy

the already deteriorating public image of the City of Pasadena (and the city's public officials) for, making it impossible for small businesses to thrive in their city.

To further add, when looking at the proposed CUP mandates, it makes no logical sense, and the authors of this document seem petty or like there is a conspiracy behind the hearing. I mean, the area in the document that suggests that they do not have an adequate floor plan and specific permits that need to be obtained was only added on February 2, 2022 (not even one month before the hearing) - Even though they have clearly been citing/investigating DerWolf since 2020. Why didn't they say something before? It doesn't take a reporter to see that this was deliberate.

Thank you for your time. I hope that the City of Pasadena not only dismisses the current modifications proposed for CUP #2726 but that they actually support and develop a loving relationship with DerWolf, the Aceves family, just like thousands of us have.

Sincerely,
Cynthia Perez

From: [Walker, Alison](#)
To: [Tam, Hayman](#)
Subject: FW: Public Hearing Modification of CUP #2726
Date: Wednesday, March 2, 2022 11:40:45 AM

From: Mike Aguayo [REDACTED]
Sent: Wednesday, March 2, 2022 11:24 AM
To: Walker, Alison <awalker@cityofpasadena.net>
Cc: [REDACTED]
Subject: Public Hearing Modification of CUP #2726

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. [Learn more...](#)

Good morning Ms. Alison Walker,
I'm writing in regards to my local restaurant Derwulf. I live nearby Pasadena in the little area called Highland Park and work nearby at Jet Propulsion Laboratory. I frequently come to this establishment to grab a bite to eat and enjoy a few drinks either with my friends or my co-workers. We frequently have monthly or by-weekly gatherings in this establishment as a place to gather and have a good time and gather ourselves. I have heard about the modifications proposed to this lovely establishment that has brought us many fond memories. Closing down the patio would be horrific as well as possibly cutting the alcohol at certain times. It will draw my friends and co-workers to go to another city to drink if this were to happen. I have witnessed many establishments in Pasadena, especially in that particular area, lose a lot of customers to a cheerful area where they can have a bite and enjoy your occasional drink. I hope this reaches out and Derwulf can be saved to see a bright future and to keep bringing more people to your wonderful city. Not only would I appreciate it but so will my co-workers at JPL. Thank you for listening.

Michael Aguayo
[REDACTED]

From: [Walker, Alison](#)
To: [Tam, Hayman](#)
Subject: FW: Public Hearing Modification of CUP #2726
Date: Wednesday, March 2, 2022 11:40:50 AM

From: NICOLE BOWMAN [REDACTED]
Sent: Wednesday, March 2, 2022 11:28 AM
To: Walker, Alison <awalker@cityofpasadena.net>; [REDACTED]
Subject: Public Hearing Modification of CUP #2726

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you *know* the content is safe. Report phish using the Phish Alert Button. [Learn more...](#)

Good morning Alison Walker,

The last couple of years have been challenging for everyone and as we attempt to regain normalcy we are seeking refuge and fun in public spaces. As a mom to three small children and active within the mom-community it was apparent how desperate moms needed time away from the kids, from the responsibilities, and from the persistent anxiety that the pandemic pushed onto families.

I saw a need, so I brainstormed a solution: Moms' Night Out. The vision included supporting a local business that had managed to survive during what felt like an impossible situation. I loved the setup of Der Wolf, The Dungeon and The Patio because it offered a spot for every level of comfort, not to mention it felt grown-up-- something moms need.

I spoke with Crystal and pitched my idea: A monthly moms' night out that starts at 7:00PM and wraps up at 10:00PM, complete with dancing and drinks. Crystal was excited, supportive, and said yes.

I have hosted three successful nights there, and have another coming up. Moms have been delighted with the service, the environment, and appreciate having a space just for them. I hope that Der Wolf, The Dungeon and The Patio will continue to be an option for me, my mom-friends, and the rest of the communities it serves.

Thank you for your time,

Nicole Bowman
[All the Things Motherish](#)